

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application.

LISTING OF CLAIMS:

1. (Currently Amended) A computer-implemented method comprising:  
scanning content of a source page in which a component is to be inserted, the source page being expressed in mark-up code, wherein scanning comprises scanning the mark-up code and attributes associated with components defined using the mark-up code in order to obtain information relating to a style of the source page as a whole;

obtaining a profile ~~from~~ based on the information obtained as a result of scanning the content of the source page, the profile identifying style of the ~~content of the~~ source page; and  
generating a content component that is to be included in the source page in accordance with the profile, wherein generating comprises formatting the content component in accordance with the profile so that a style of the content component comports substantially to a style of the source page.

2. (Previously Presented) The method of claim 1, wherein the mark-up language is HyperText Markup Language (HTML).

3. (Previously Presented) The method of claim 1, wherein the content of the source page comprises contextual material including at least one of topical, geographical, temporal, and semantic characteristics.

4. (Previously Presented) The method of claim 1, wherein the content component comprises syndicated services including message boards, chat rooms, file exchanges, link exchanges, E-commerce, and/or auctions.

5. (Previously Presented) The method of claim 1, wherein the content component comprises syndicated content including news feeds, weather information, stock information, road maps, pictures, video, audio, and/or text.

6. (Canceled)

7. (Previously Presented) The method of claim 1, wherein the content component comprises one or more elements to be embedded in the source page.

8. (Currently Amended) The method of claim 7, wherein the elements comprise ~~in-situ~~ syndicated textual or multimedia material shown within a context of the source page.

9. (Currently Amended) The method of claim 1, further comprising ~~including~~ incorporating the content component in the source page by inserting script into the source page.

10. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more frames into the  
source page.

11. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more interior frames  
into the source page.

12. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more layers into the  
source page.

13. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more applets into the  
source page.

14. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more Active-X  
controls into the source page.

15. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting one or more plug-ins into  
the source page.

16. (Currently Amended) The method of claim 1, further comprising ~~including~~  
incorporating the content component in the source page by inserting Java code into the source  
page.

17. (Previously Presented) The method of claim 7, wherein the elements comprise  
stand-alone elements.

18. (Previously Presented) The method of claim 17, wherein the stand-alone elements  
comprise syndicated textual or multimedia material shown within a context in a browser  
window, dialog window, or pop-up window.

19. (Currently Amended) The method of claim 1, wherein obtaining the profile  
comprises:

analyzing the style of the content of the source page;

analyzing the content of the source page; and

saving information relating to the style and content of the source page as the profile.

20. (Previously Presented) The method of claim 19, wherein the profile is utilized as a filter that dictates content from the content component to include in the source page.

21. (Currently Amended) The method of claim 20, further comprising ~~including~~ incorporating the content component into the source page by referencing the profile in real-time.

22. (Previously Presented) The method of claim 21, wherein referencing the profile in real-time comprises:

checking the source page for updates; and  
updating the profile with at least one of the updates.

23. (Previously Presented) The method of claim 22, wherein checking comprises comparing pairs of expiry information, last modified dates, cyclic redundancy codes (CRCs) or MD5s.

24. (Currently Amended) One or more machine-readable media comprising instructions that are executable to cause one or more processing devices to:

scan content of a source page in which a component is to be inserted, the source page being expressed in mark-up code, wherein scanning the content comprises scanning the mark-up code and attributes associated with components defined using the mark-up code in order to obtain information relating to a style of the source page as a whole;

obtain a profile ~~from~~ based on the information obtained as a result of scanning the  
content of the source page, the profile identifying a style ~~of the content~~ of the source page; and  
generate a content component that is to be included in the source page in accordance with  
the profile, wherein generating comprises formatting the content component in accordance with  
the profile so that a style of the content component comports substantially to a style of the source  
page.

25. (Previously Presented) The one or more machine-readable media of claim 24,  
wherein the source page and the content component are expressed in HyperText Markup  
Language (HTML).

26. (Previously Presented) The one or more machine-readable media of claim 24,  
wherein the content of the source page comprises contextual material including topical,  
geographical, temporal and/or semantic characteristics.

27. (Previously Presented) The one or more machine-readable media of claim 24,  
wherein the content component comprises syndicated services including at least one of message  
boards, chat rooms, file exchanges, link exchanges, E-commerce, and auctions.

28. (Previously Presented) The one or more machine-readable media of claim 24,  
wherein the content component comprises at least one of syndicated content including news  
feeds, weather information, stock information, road maps, pictures, video, audio and/or text.

29. (Currently Amended) An apparatus comprising:

memory that stores instructions that are executable; and

at least one processing device that executes the instructions to:

scan content of a source page in which a component is to be inserted, the source page being expressed in mark-up code, wherein scanning the content comprises scanning the mark-up code and attributes associated with components defined using the mark-up code in order to obtain information relating to a style of the source page as a whole;

obtain a profile ~~from~~ based on the information obtained as a result of scanning the content of the source page, the profile identifying a style ~~of the content~~ of the source page; and

generate a content component that is to be included in the source page in accordance with the profile, wherein generating comprises formatting the content component in accordance with the profile so that a style of the content component comports substantially to a style of the source page.